

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 02503 031355Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
-----032032Z 054081 /64  
R 021902Z JUN 77  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6816

UNCLAS TEGUCIGALPA 2503

E.O. 11652: N/A  
TAGS: BEXP, HO  
SUBJ: WTDR REQUEST - EMPRESA DE SERVICIOS AGRICOLAS

REF: (A) USDOC 09758, (B) TEGUCIGALPA 1940

FOLLOWING IS A REPEAT OF OUR 1940 ON SUBJECT, WHICH IS UP TO DATE:

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: 0066700
4. EMPRESA DE SERVICIOS AGRICOLAS, S.A. DE C.V.
5. APARTADO POSTAL 278, 7 AVENIDA S.O. NO. 62
6. SAN PEDRO SULA, HONDURAS
7. ESTABL: 1968 8. EMPL: 48 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN HONDURAS
12. RPT. DATE: 04/77
- 13A. 36220/135 RET, DIST, AND IMP OF FARM MACHINERY AND EQUIPMENT.

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14. CONTACT: FUAD CANAHUATI, TITLE: MANAGER AND PARTNER

15. CABLE: ESA 16. TELEX: 5522 17. TEL: 520025

18. FINANCIAL REFS: BANCO ATLANTIDA, S.A., 3 AVE. 1 CALLE N.O.,  
SAN PEDRO SULA, BANCO DE HONDURAS, 3 CALLE S.O., 4 AVE. 15,  
SAN PEDRO SULA.

19. TRADE REFS: RAINBOW EXPORT CO., FAIRVIEW ROAD, ATLANTA, GA.

20. AGENCY REP. OF DAVID BROWN, LONDON, ENGLAND, FOR TRACTORS, ACQUIRED 1968; RAINBOW EXPORT CO., FAIRVIEW ROAD, ATLANTA, GA. FOR FERTILIZING MACINERY AND EQUIPMENT, ACQUIRED 1969; MARUBENI-IIDA CO., LTD., P.O. BOX CENTRAL 1000, 3, 3-CHOME, HOMMACHI, HIGASHI, JU OSAKA, JAPAN FOR TRACTORS, ACQUIRED 1972; MARCHESAN TATU, SAO PAULO, BRAZIL FOR FARM IMPLEMENTS, ACQUIRED 1974; CIA. PENHA DE MAQUINAS AGRICOLAS, SAO PAULO, BRAZIL, ACQUIRED 1974.

21. THIS FIRM OPERATES AN IMPORTANT OUTLET IN SAN PEDRO SULA FOR THE SALE OF FARM MACHINERY, SPECIALIZING IN TRACTORS. THE FIRM'S BASIC CAPITAL IS 1,400,000 LEMPIRAS (US\$700,000); 1976 SALES WERE OVER \$2 MILLION. IT ALSO HAS BRANCHES IN TOCAO, COLON; JUTICALPA, OLANCHO; AND CHOLUTECA, THUS COVERING THE ENTIRE COUNTRY. THE FIRM'S MAJOR STOCKHOLDERS ARE FUAD E. CANAHUATI AND BORIS GOLDSTEIN WHO ARE WELL KNOWN BUSINESSMEN OF SAN PEDRO SULA. ITS FINANCES ARE SOUND AND OBLIGATIONS ARE MET SATISFACTORILY. THE POST CONSIDERS THE SUBJECT A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.  
BECKER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Reference:** 77 TEGUCIGALPA 1940  
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**Review Exemptions:** n/a  
**Review Media Identifier:**  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2298486  
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**Status:** NATIVE  
**Subject:** WTDR REQUEST - EMPRESA DE SERVICIOS AGRICOLAS  
**TAGS:** BEXP, HO  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
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22 May 2009  
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